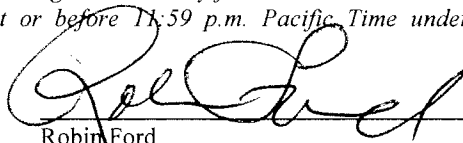


PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

I hereby certify that this correspondence is being electronically filed with the United States Patent and Trademark Office on August 31, 2009 at or before 11:59 p.m. Pacific Time under the Rules of 37 CFR § 1.8.


Robin Ford

Appl No. : 10/612,518 Confirmation No. 3534
Applicant : John E. Lertzman, et al.
Filed : July 2, 2003
Title : SYSTEM AND METHOD FOR COLLABORATIVE AFFINITY
MARKETING
TC/A.U. : 3688
Examiner : Michael H. Goldman
Docket No. : 50578/C995
Customer No. : 23363

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Post Office Box 7068
Pasadena, CA 91109-7068
August 31, 2009

Commissioner:

In response to the Office action of March 3, 2009, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.